

1 We claim:

2
3 1. A system and method for fundraising and marketing
4 comprising the steps:

5
6 contacting at least one merchant/vendor to obtain at least one of
7 merchandise and service discounts and offers;

8
9 receiving advertising content containing said at least one of
10 merchandise and service discounts and offers from said at
11 least one merchant/vendor;

12
13 converting and organizing said advertising content received from
14 said merchant/vendor into electronic format advertising;

15
16 transferring and storing said electronic format advertising on
17 portable electronic format advertising storage media;

18
19 providing said portable electronic format advertising storage media
20 to fundraisers;

21
22 distributing said portable electronic format advertising storage
23 media via said fundraisers to purchasers whereby funds are
24 raised;

25
26 viewing said electronic format advertising on said portable
27 electronic format advertising storage media via a computer
28 system to obtain said at least one of merchandise and service

1 discounts and offers; and

2
3 redeeming at least one of said at least one of merchandise and
4 service discounts and offers with said merchant/vendors via
5 display of said portable electronic format advertising storage
6 media to said merchant/vendors by said purchasers whereby said
7 purchasers receive at least one of said at least one of
8 merchandise and service discounts and offers.
9

10 **2.** The method of claim 1 wherein said step of converting and
11 organizing said advertising content received from said
12 merchant/vendor into electronic format advertising comprises
13 placing said advertising content in the form of individual viewable
14 electronic pages.
15

16 **3.** The method of claim 1 wherein said step of transferring
17 and storing said electronic format advertising on portable
18 electronic format advertising storage media comprises using a
19 credit card-shaped CD-ROM as said portable electronic format
20 advertising storage media.
21

22 **4.** The method of claim 1 wherein said step of distributing
23 said portable electronic format advertising storage media via said
24 fundraisers to purchasers comprises exchanging said portable
25 electronic format advertising storage media for money whereby said
26 purchasers purchase said electronic format advertising storage
27 media thereby raising funds for said fundraiser.
28

1 5. The method of claim 1 wherein said step of viewing said
2 electronic format advertising on said portable electronic format
3 advertising storage media via a computer system comprises inserting
4 said portable electronic format advertising storage media into said
5 computer system and running said portable electronic format
6 advertising storage media to access said electronic format
7 advertising thereby permitting said purchaser to view said
8 electronic format advertising.

1 6. A system and method for fundraising and marketing
2 comprising the steps:

3
4 contacting at least one merchant/vendor to obtain at least one of
5 merchandise and service discounts and offers;

6
7 receiving advertising content containing said at least one of
8 merchandise and service discounts and offers from said at
9 least one merchant/vendor;

10
11 converting and organizing said advertising content received from
12 said merchant/vendor into electronic format advertising;

13
14 transferring and storing said electronic format advertising on a
15 credit card-shaped CD-ROM;

16
17 providing said credit card-shaped CD-ROM to fundraisers;

18
19 distributing said credit card-shaped CD-ROM via said fundraisers to
20 purchasers whereby funds are raised;

21
22 viewing said electronic format advertising on said credit card-
23 shaped CD-ROM via a computer system to obtain said at least
24 one of merchandise and service discounts and offers; and

25
26 redeeming at least one of said at least one of merchandise and
27 service discounts and offers with said merchant/vendors via
28 display of said credit card-shaped CD-ROM to said

1 merchant/vendors by said purchasers whereby said purchasers
2 receive at least one of said at least one of merchandise and
3 service discounts and offers.
4

5 7. The method of claim 6 wherein said step of converting and
6 organizing said advertising content received from said
7 merchant/vendor into electronic format advertising comprises
8 placing said advertising content in the form of individual viewable
9 electronic pages.
10

11 8. The method of claim 6 wherein said step of distributing
12 said portable electronic format advertising storage media via said
13 fundraisers to purchasers comprises exchanging said portable
14 electronic format advertising storage media for money whereby said
15 purchasers purchase said electronic format advertising storage
16 media thereby raising funds for said fundraiser.
17

18 9. The method of claim 6 wherein said step of viewing said
19 electronic format advertising on said portable electronic format
20 advertising storage media via a computer system comprises inserting
21 said portable electronic format advertising storage media into said
22 computer system and running said portable electronic format
23 advertising storage media to access said electronic format
24 advertising thereby permitting said purchaser to view said
25 electronic format advertising.
26
27
28

1 **10.** A system and method for fundraising and marketing
2 comprising the steps:

3
4 contacting at least two merchants/vendors to obtain from each at
5 least one of merchandise and service discounts and offers;

6
7 receiving advertising content containing said at least one of
8 merchandise and service discounts and offers from said at
9 least one merchant/vendor;

10
11 converting and organizing said advertising content received from
12 said merchant/vendor into electronic format advertising;

13
14 transferring and storing said electronic format advertising on a
15 CD-ROM;

16
17 imprinting each of said CD-ROMs on an outer surface thereof with
18 indicia identifying said CD-ROMs as being distributed by at
19 least one selected fundraising entity;

20
21 providing said CD-ROM to said at least one fundraising entity;

22
23 distributing said CD-ROM via selling of said CD-ROM via said at
24 least one fundraising entity to purchasers whereby funds are
25 raised;

26
27 viewing said electronic format advertising on said CD-ROM via a
28 computer system to obtain said at least one of merchandise and

1 service discounts and offers; and

2
3 redeeming at least one of said at least one of merchandise and
4 service discounts and offers with said at least
5 two merchant/vendors via display of said CD-ROM to said at
6 least two merchant/vendors by said purchasers whereby said
7 purchasers receive at least one of said at least one of
8 merchandise and service discounts and offers.

9
10 **11.** The method of claim **10** further comprising the step of
11 preparing and recording electronic format information containing
12 information regarding said at least one fundraising entity on said
13 CD-ROM whereby said purchasers receive information regarding said
14 at least one fundraising entity for their review thereby
15 encouraging said purchasers to continue their support of said at
16 least one fundraising entity.